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fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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february

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35 west 53rd street • new york 19 • circle 7-4447

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, SEPTEMBER 25, 1953		
Friday Sept. 25 10:00 A.M. Breakfast	PRESS PREVIEW: BRANELL RESORT COLLECTION	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Blumenstein, Ross & Lentz will present the Branell Resort and early Spring suit collection. By invitation only. Trade opening Tues., Sept. 29, at 2:30 P.M. daily. Publicity: Mildred Kaldor, MU. 9-5420.		
Beginning Friday Sept. 25 10:30 A.M.	OPENING: RESORT AND HOLIDAY COLLECTION	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	David Levine will show his Resort and Holiday collection at 10:30 A.M. and 2:30 P.M. daily. Contact: Miss Fritzi, LA. 4-0237.		
Friday Sept. 25 12:00 Noon	OPEN HOUSE: RESORT & SPRING COLLECTION	ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Abe Schrader (formerly Arkin & Schrader) will celebrate their opening with showings of Resort and Spring collection. Contact: Betty Yarmon, LO.4-9194.		
Friday Sept. 25 1:00 P.M.- 3:00 P.M.	PREVIEW OF CRUISE & RESORT SWIMSUITS	SURF TOGS (1370 BROADWAY)	MAMARONECK YACHT CLUB MAMARONECK, N. Y.
	Showing of Surf Togs swimsuits at the Mamaroneck Cabana, Beach and Yacht Club. By invitation. Contact: Seymour Kawaller, PE. 6-7671.		
	WEEK BEGINNING MONDAY, SEPTEMBER 28, 1953		
Monday Sept. 28 11:00 A.M. Aperitif	PREVIEW OF CUSTOM FUR COLLECTION	JOSEPH BERNHAM	16 EAST 52ND STREET SALON
	Press preview of Joseph Bernham's retail collection of custom furs. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Monday Sept. 28 4:00 P.M.	MID-SEASON MILLINERY CLINIC & BUSINESS MEETING	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	HOTEL ASTOR
	Millinery forum and round table conference of the MMEA, with fashion, merchandising and business experts discussing millinery trends, problems and developments. By invitation. Contact: Ruth Weintraub, PL. 3-2116.		
Beginning Monday Sept. 28 6:30 P.M.- 8:30 P.M.	THIRTEENTH FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
	First session: Subject--"Fashion Markets"--Operation of type, price and taste levels; local, regional. Chairman: Helen Faith Keane. Fee for series: $15.00. Contact: The Fashion Group, CI. 7-3940.		
Tuesday Sept. 29 9:30 A.M. Breakfast	PREVIEW OF HOLIDAY AND CRUISE COLLECTION	MARGARET NEWMAN (MIAMI, FLORIDA)	1407 CLUB 1407 BROADWAY
	Margaret Newman of Miami will present playclothes, sportswear and cocktail dresses. By invitation. Daily trade showings thereafter at 488 Seventh Ave., Suite 317. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 29 11:00 A.M.	PRESS PREVIEW OF FALL AND WINTER FURS	REVILLON FRERES	11 WEST 57TH STREET SALON
	Revillon Freres will present a press preview of their Fall and Winter fur collection. By invitation. Contact: Jeanne de Pene at Revillon, PL. 9-5504.		
Beginning Tuesday Sept. 29 12:00 Noon	RESORT AND HOLIDAY DRESS COLLECTION	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Opening of Resort and Holiday misses dress collection by Seymour Jacobson with showings at 12:00 Noon and 4:00 P.M. daily. Contact: CH. 4-3488.		
Tuesday Sept. 29 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
	Showing of Arnold Constable's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Beginning Tuesday Sept. 29 1:00 P.M.	RESORT AND EARLY SPRING COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM-5TH FLOOR
	Showing of Talmack's Resort and Early Spring collection at 1:00 P.M. daily. Contact: BR. 9-1195.		
Beginning Tuesday Sept. 29 1:15 P.M.	OPENING OF RESORT COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.
	Oleg Cassini will show his Resort collection at 1:15 P.M. daily. By appointment. Contact: Dorothy Lambert, BR. 9-5986.		
Tuesday Sept. 29 2:15 P.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION	L. F. GOMPERTZ, INC. (224 WEST 30TH STREET)	HOTEL DELMONICO CRYSTAL ROOM
	"The New, The Smart in Fur Design"--preview of Fall and Winter fur fashions for press and trade. Commentator: Margaret Arlen, CBS-TV. By invitation only. Contact: Albert Gompertz, PE. 6-8515.		
Tuesday Sept. 29 2:30 P.M.	PRESS SHOWING: RESORT & HOLIDAY COLLECTION	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
	Sylvan Rich will present a press showing of Martini Designed & Diminutives for Resort and Holiday. Trade showings beginning Wed., Sept. 30 at 10:30 A.M. daily. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Beginning Tuesday Sept. 29 2:30 P.M.	OPENING OF RESORT & SPRING COLLECTION	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Opening of Henry Rosenfeld's Resort and Spring collection at 2:30 P.M. daily. Contact: Sally Sober, LO. 5-0400.		
Beginning Tuesday Sept. 29 2:30 P.M.	OPENING: RESORT & TRAVEL COLLECTION	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM-10TH FLOOR
	Showing of Paul Parnes' Resort and Travel collection at 2:30 P.M. daily. By appointment. Contact: CH. 4-4600. Publicity: Elena Turner at Walter Smith Assoc., JU. 6-0143.		
Beginning Tuesday Sept. 29 2:30 P.M.	RESORT AND EARLY SPRING COLLECTION	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Showing of Varden Petite's Resort and Early Spring collection at 2:30 P.M. daily. Publicity: Elsie Brandt at Varden, PE. 6-5460.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 29 3:30 P.M.	PREVIEW OF CRUISE COLLECTION	SHAHEENS OF HONOLULU	1407 CLUB 1407 BROADWAY
	Shaheens of Honolulu will present their Cruise collection of hand-screened printed cotton separates and swimsuits at a luau (party). By invitation. Contact: Charles Rose Assoc., 1407 Broadway, PE. 6-6974.		
Tuesday Sept. 29 4:00 P.M.	RESORT AND SPRING SUIT COLLECTIONS	DAVID CRYSTAL; LADY NORTHCOOL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	Showing to press and resident buyers of Resort and Spring suits. Continuous showings daily thereafter. Publ.: Terry Mayer, BR. 9-6560.		
Tuesday Sept. 29 9:00 P.M.	HOLIDAY AND WINTER MILLINERY FASHION SHOW	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR BALLROOM
	Holiday and Winter millinery fashion show, followed by supper and dance. By invitation only. Publicity: Mary Kelley, LO. 4-7800.		
Wednesday Sept. 30 10:30 A.M.	PRESS PREVIEW: RESORT & EARLY SPRING COLLECTION	GRABOIS	498 SEVENTH AVENUE SHOWROOM-5TH FLOOR
	Grabois will present their Resort and early Spring collection, designed by Zelma Golden. By invitation only. Trade showings, beginning Tuesday, Sept. 29 at 1:15 P.M. and 4:00 P.M. daily. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Avenue, MU. 9-1630.		
Wednesday Sept. 30 11:00 A.M.	PRESS PREVIEW: FALL AND WINTER FURS	BERGDORF GOODMAN	2ND FLOOR FUR SALON
	Press showing of Bergdorf Goodman's Fall and Winter fur fashions. (Note change of show). By invitation only. Publ.: Florence Neff, PL. 3-7300.		
Wednesday Sept. 30 12:30 P.M. Luncheon	HANDKNIT FASHIONS AT LUNCHEON SHOW	MIMI PEARCE (23 EAST 67TH ST.)	HOTEL PIERRE COTILLION ROOM
	Luncheon showing of handknit fashions by Mimi Pearce, who will be commentator. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Mimi Pearce contact: RE. 7-8110. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday Sept. 30 12:30 P.M. Luncheon	BEN REIG FASHIONS AT LUNCHEON SHOW	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF
	Bonwit Teller will present Fall fashions by Ben Reig during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Sept. 30 12:30 P.M.; 6:00 P.M.	SHOWING OF FALL FASHIONS & ACCESSORIES	KRESGE-NEWARK	7TH FLOOR THIMBLEBERRY ROOM
	Presentation of Fall ready-to-wear fashions and accessories for New Jersey women. Open to public. Publicity: Jeannette Smith, MItchell 2-8000.		
Wednesday Sept. 30 2:30 P.M.	PRESS PREVIEW: SHIRTS BY DIGBY MORTON	HATHAWAY SHIRT CO.	112 EAST 40TH STREET HATHAWAY HOUSE
	Digby Morton will be present at the showing of Lady Hathaway Shirts, designed by Mr. Morton. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.		
Beginning Wednesday Sept. 30 2:30 P.M.	OPENING: RESORT AND HOLIDAY COLLECTION	CEIL CHAPMAN (SAMUEL CHAPMAN, INC.)	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
	Ceil Chapman will present her Resort and Holiday collection at 2:30 P.M. daily. Publicity: Alto Schifrine, LA. 4-5800.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday October 1 10:00 A.M. Breakfast	PREVIEW OF CHRISTMAS DOLL COLLECTION	GIMBELS & SEVENTEEN MAGAZINE	6TH FLOOR EXEC. CONF. ROOM
	Judging of Gimbels' and Seventeen Magazine's Christmas doll contest for the benefit of the "Save The Children" Foundation. By invitation only. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.		
Thursday October 1 12:30 P.M. Luncheon	SHOWING OF PARIS ADVANCE SPRING HATS	CHAMBRE SYNDICALE DE LA HAUTE MODE	WALDORF-ASTORIA EMPIRE ROOM
	Fashion showing of 1954 Advance Spring hats, highlighting feathers and flowers by leading Paris millinery designers. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Show Publ.: Mildred Kaldor, MU. 9-5420. Waldorf Fashion Director: Madeleine Riordan, EL.5-3000.		
Thursday October 1 1:00 P.M. Luncheon	ELFREDA-FOX FASHIONS AT LUNCHEON SHOW	JAY THORPE	HOTEL PLAZA TERRACE ROOM
	Jay Thorpe will present daytime cocktail and evening fashions by Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.		
Thursday October 1 2:30 P.M.	PRESS PREVIEW OF FUR COLLECTION	ESTHER DOROTHY	68 EAST 56TH STREET SALON
	Esther Dorothy's Black Pearl collection of furs will be featured at a preview for the press. By invitation only. Publicity: Madeleine Capp, 17 E. 45th St., MU. 7-6930.		
Thursday October 1 2:30 P.M.	"FASHIONS IN WATCHES"-- PREVIEW OF FILM	TAYLOR JEWELRY CO. (257 WEST 39TH ST.)	PREVIEW THEATRE 1600 BROADWAY
	Preview of color-sound film "Fashions in Watches", showing skilled craftsmen at work and featuring Florian Zabach, Nanette Fabray, and performers from the Katherine Dunham School. Buyers' preview at 3:30 P.M. By invitation. Publicity: Ken R. Williams, 124 W. 55th St., JU. 6-8217.		
Thursday October 1 4:00 P.M.	OPENING OF RESORT COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Pauline Trigere's Resort collection will be presented at 4:00 P.M. on Oct. 1, 2, 6, 7, 8. By invitation. Contact: Cecille Gordon, LO. 3-1600.		
Thursday October 1 4:30 P.M. Cocktails	PREVIEW: "EYEWEAR FOR MODERN LIVING"	BAUSCH & LOMB OPTICAL CO.	JOHNNY VICTOR THEATRE 40 W. 49TH STREET
	Fashion and Function of "Eyewear For Modern Living" by Bausch & Lomb Optical Co. at press preview. By invitation only. Publicity: Helen Shapiro, Harshe-Rotman, Inc., 40 E. 49th St., PL. 9-2690.		
Thursday October 1 5:45 P.M.	"FLAIR FOR FASHION" CAREER GIRL SHOW	MILGRIM	3RD FLOOR
	Milgrim will present their "Flair for Fashion" career girl show, with Yardley's "Flair" Perfume. Press previews, Wed., Sept. 30 and Thurs., Oct. 1, by appointment. Publicity: Nadine Bertin, CI. 7-7200.		
Friday October 2- October 4	CARIBE STAG PARTY IN SAN JUAN	WHITE STAG MFG. CO. (1407 BROADWAY)	CARIBE-HILTON HOTEL SAN JUAN, PUERTO RICO
	White Stag will present their extensive and coordinated Resort and Summer 1954 playclothes for both men and women at a three-day party for the fashion press. By invitation. Publ.: Gloria Gelfand, BR.9-1974.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday October 2 2:30 P.M.	PREVIEW: RESORT-SPRING SEPARATES COLLECTION	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Preview for press and resident buyers of Haymaker's separates, shirts, blouses and skirts for Resort and Spring. By invitation only. Trade opening Oct. 5. Publicity: Terry Mayer, BR. 9-6560.		
Friday October 2 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
	"Head-Lines"--informal presentation of hats during Friday cocktail hour. October 2: Don Marshall. October 9: Monica Basel. October 16: Miss Mary of Merl's. October 23: John Frederics. October 30: Harryson Hats. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		

OPENING OF RESORT AND SPRING COLLECTIONS BY THE SPORTSWEAR GUILD

MONDAY, OCTOBER 5		
Star-Maid Dresses	10:30 A.M. and 2:30 P.M. daily	498 7th, PE. 6-0444
TUESDAY, OCTOBER 6		
Adler & Adler	10:30 A.M. daily	550 7th, BR. 9-9600
Kane-Weill	10:30 & 2:30 (Also, Nan Westley) (Thereafter, 10:30 A.M. only)	498 7th, LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.; thereafter 10:30 & 2:30	550 7th, LA. 4-9724
WEDNESDAY, OCTOBER 7		
David M. Goodstein	10:30 & 2:30, Oct. 7-9 (Thereafter, 10:30 A.M, only)	498 7th, LA. 4-2577
Davidow	10:30 A.M. daily	550 7th, PE. 6-6909
THURSDAY, OCTOBER 8		
Zoltan Rosenberg Co.	1:30 P.M. daily, by appointment.	550 7th, LA. 4-6691

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday October 5- October 6 8:30 A.M. & 12:00 Noon	PREVIEWS OF RESORT-SPRING COLLECTION	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FLOOR
	Breakfast (8:30 A.M.) and luncheon (12:00 Noon) previews of Carolyn Schnurer's Resort and Spring collection. By invitation. Daily box luncheons for the trade, beginning Wed., Oct. 7 at 12:00 Noon, with showing promptly at 12:30 P.M. Contact: Lee Weber or Jose Lorenz, CH. 4-4587.		
Monday October 5 9:30 A.M. Breakfast	PRESS PREVIEW OF FESTIVAL OF FABRICS	M. LOWENSTEIN & SONS (43 LEONARD STREET)	HOTEL ASTOR SOUTH GARDEN-10TH FL.
	M. Lowenstein & Sons will present to the market their annual festival of fabrics, showing all new lines from all departments, the entire week beginning Monday, October 5 through Friday, October 9 from 9:00 A.M. to 6:00 P.M. (on Monday showing starts at 10:00 A.M.) Breakfast press showing (Monday), by invitation only. Contact: Willard Y. Stocking, BE. 3-8000. Publicity: Rona Monell, Lewin, Williams & Saylor, Inc., 40 E. 49th St., MU. 8-6200.		
Monday October 5- October 9 12:00 Noon Luncheon	OPENING OF RESORT & SPRING COLLECTION	BEACON HILL; CORAL, INC.	108 WEST 39TH STREET SHOWROOM - 6TH FLOOR
	Beacon Hill and Coral will present "Beacharama", designed by Stanley Wyllins, for press and trade at 12:00 Noon luncheon during week of Oct. 5 - Oct. 9. Thereafter continuous daily showings. Contact: Irving Garber, CH. 4-5722.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday October 5 1:00 P.M. Luncheon	FUR FASHIONS DURING LUNCHEON	GUNTHER JAECKEL	HOTEL PLAZA TERRACE ROOM
	Gunther Jaeckel will present their International fur collection during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.		
Beginning Monday October 5 2:30 P.M.	OPENING OF RESORT DRESS COLLECTION	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	Showing of David Crystal's "Romance Wardrobe" at 2:30 P.M.; thereafter, 10:30 A.M. and 2:30 P.M. (Haymaker blouses, skirts and separates at continuous showings. Izod of London sport shirts also at continuous showings.) Publicity: Terry Mayer, BR. 9-6560.		
Monday October 5 4:00 P.M.	PRESS PREVIEW OF RESORT COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
	Pauline Trigere's Resort collection will be shown to the press only at 4:30 P.M. By invitation only. Publicity: Cecille Gordon, LO. 3-1600.		
Monday October 5 Open House	SPRING COLLECTION OF JUNIOR DRESSES	HELEN WHITING, INC.	1407 BROADWAY SHOWROOM-31ST FLOOR
	Spring collection preview of junior dresses, designed by Helen Whiting, at Open House for the press and N.Y. resident buying offices. Continuous showings thereafter. Publ.: Ken R. Williams, 124 W. 55th St., JU. 6-8217.		
Tuesday October 6 9:30 A.M. Breakfast	PRESS PREVIEW: LUREX METALLIC YARNS	THE DOBECKMUN CO. (250 WEST 57TH ST.)	HOTEL AMBASSADOR TRIANON ROOM
	Showing of Lurex Metallic Yarns in fashion and decoration; at 9:45 A.M. for the fashion and home furnishings press, radio, TV, and retail representatives; cocktails 4:00 P.M.-7:00 P.M., with showing at 4:30 P.M. for Dobeckmun's Lurex customers and manufacturers. Displays by Tom Lee, Ltd. Contacts: For fashion information - Julia Morse; For home furnishings information - Jane Scriven; both at Anderson & Cairns, Inc., 488 Madison Ave., MU. 8-5800; or Lynn Given, The Dobeckmun Company, PL. 7-7240.		
Tuesday October 6 10:30 A.M.	OPENING OF RESORT COLLECTION	JANE DERBY, INC.	785 FIFTH AVENUE SHOWROOM-5TH FLOOR
	Showings at 10:30 A.M. daily. Contact: Estelle Marr, PL. 5-1830.		
Tuesday October 6 2:30 P.M.	OPENING OF RESORT COLLECTION	CLAIRE McCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Claire McCardell's Resort collection at 2:30 P.M. daily. Contact: LO.4-2155.		
Tuesday October 6 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW: 1954 SWIMSUIT COLLECTION	CATALINA, INC. (358 FIFTH AVE.)	ST. REGIS HOTEL ROOF
	Catalina will present their 1954 Holiday and Resort collection of ladies' swimsuits and playabouts, with coordinated men's swimwear and beachwear. Showing at 5:15 P.M. By invitation. Publ.: Virginia Dickson, LA. 4-2380.		
Tuesday October 6 6:00 P.M.	FILM SHOWING OF IMPORT COLLECTION	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	FASHION INSTITUTE 225 WEST 24TH STREET
	The Fashion Group's Import fashion show of Sept. 17 will be presented on color-film, with commentary by Patricia Cornwell. Virginia Pope will introduce Carmel Snow, who will give a report on Paris fashions. Contribution, payable at Fashion Institute of Technology: $1.00. Contact: The Fashion Group, CI. 7-3940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday October 6 9:00 P.M. Dinner	SHOWING OF FASHIONS IN MAN-MADE FIBERS	NAT'L FEDERATION OF TEXTILES, INC.	WALDORF-ASTORIA BALLROOM
	The National Federation of Textiles will celebrate its 80th Anniversary with a dinner-dance and fashion show of man-made fiber apparel, modeled by socialites for the benefit of several N.Y. Charities. Approximately 50 ensembles will be shown, created especially for this show by leading designers. By invitation. Publ.: Lois Weber at Ted Saucier, 270 Park Ave., MU. 8-2330.		
Wednesday October 7 9:30 A.M.-11:00 A.M. Breakfast	PRESS PREVIEW OF DECORATIVE FABRICS	DECORATIVE FABRICS, INC.	13 EAST 53RD STREET SHOWROOM
	Preview by Decorative Fabrics of new prints with textures, as well as displays of entire collection. By invitation only. Publicity: Patricia Siesel, MU. 8-3572.		
Beginning Wednesday October 7 10:30 A.M.	OPENING OF HOLIDAY & RESORT COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
	Sam Friedlander will present his Holiday and Resort collection of "Separables" at 10:30 A.M. daily. Contact: Miss Agatha, PE. 6-2663.		
Wednesday October 7 12:30 P.M. Luncheon	AMERICAN FASHION CRITICS' AWARD	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
	Eleventh Annual American Fashion Critics' Award, sponsored by Coty, Inc., will this year be presented to Brigance, who designs sportswear and separates for Sportsmaker, Inc., and coats and suits for Frank Gallant, Inc. Fashion show will follow the presentation of awards. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.		
Wednesday October 7 12:30 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	ELSE FRITZ, INC. (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
	Showing of Fall dresses by Else Fritz at luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Else Fritz contact:PL. 8-0111. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday October 7 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
	Rosette Pennington will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Rosette Pennington Contact: PL. 9-3737. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Beginning Wednesday October 7 2:30 P.M.	OPENING OF RESORT COLLECTION	THE McMULLEN CO.	475 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	Opening of McMullen's Resort and Spring collection at 2:30 P.M. daily. Contact: Mrs. Jane Ernst, MU. 3-9560.		
Wednesday October 7 4:00 P.M. Cocktails	PREVIEW OF MEN'S LEISURE FASHIONS	ALFRED OF NEW YORK	STORK CLUB 3 EAST 53RD STREET
	Party honoring their designer, Clinton Stoner of California, with brief showing of some of his outstanding designs in men's and women's leisure wear. By invitation. Publicity: Peggy O'Grady, 161 E. 37th St., MU.9-5725.		
Beginning Thursday October 8 10:30 A.M.	OPENING OF RESORT COLLECTION	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FL.
	Clare Potter will present her Resort collection daily at 10:30 A.M. and 2:30 P.M. Contact: Lorraine Kehoe, PE. 6-4167.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday October 8 11:00 A.M.	PREVIEW OF RESORT AND SPRING COLLECTION	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	B. H. Wragge will present his Resort and Spring collection to the press. By invitation only. Contact: Mollie Porter, WI. 7-4968.		
Thursday October 8 12:30 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Subject: "The World's Mine Oyster"--"Design Is Where You Find It". Speakers: William Pahlmann of William Pahlmann Assoc.; Paul McCobb of Paul McCobb Design Assoc. Commentator, at-home fashions: Miriam Lippincott, fashion consultant. Presentation of current design influences in furniture, fabrics, accessories on stage and in an exhibit - arranged by Dana O'Clare, Visual Merchandising Consultant. Chairman of Home Furnishings Div., Frederika Fox. Price: $4.75 for members; $5.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		
Beginning Thursday October 8 1:00 P.M.	RESORT COLLECTION BY MILDRED ORRICK	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Janice Milan will present her Resort collection, designed by Mildred Orrick. Luncheon at 1:00 P.M. daily, with showings at 1:30 P.M. Contact: LO. 4-7940.		
Thursday October 8 2:30 P.M.	PRESS PREVIEW: RESORT COLLECTION BY BRIGANCE	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Sportsmaker will present a special press preview of bathing suits, beachwear, playclothes and separates for Resort wear, and dresses for both Resort and Spring, designed by Brigance. By invitation. Trade showings, at 2:30 P.M. daily, beginning Monday, Oct. 12. Contact: Julie Isles, LO. 3-1534.		
Thursday October 8 4:00 P.M.	PREVIEW OF RESORT COLLECTION	del MAR	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Press showing of del Mar's Resort collection of separates and dresses, designed by Bart Everhart. By invitation. Trade showings daily thereafter at 10:30 A.M. and 4:00 P.M. Contact: PE. 6-7462.		
Friday October 9 9:00 A.M. Breakfast	PREVIEW OF CRUISE-SPRING COLLECTION	NELLY DE GRAB (533 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
	"The Captain's Gala"--Nelly de Grab's Fantasia collection for Cruise and early Spring at a preview for the press and trade. By invitation only. Continuous showings daily thereafter. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.		
Tuesday October 13 9:30 A.M. Breakfast	PREVIEW: EMBROIDERED SWISS CURTAINS	OTTAVIA, INC. (151 WEST 26TH ST.)	CARLTON HOUSE 680 MADISON AVENUE
	Press preview of Ottavia embroidered Swiss curtains and bedspreads at the Private Carlton Room, Carlton House. By invitation only. Publicity: Margaret Macy, 30 East 60th St., PL. 9-2229.		
Tuesday October 13 2:30 P.M.	HOLIDAY FASHIONS BY JERRY GILDEN	RUSSEKS FIFTH AVENUE	7TH FLOOR
	Russeks will present Holiday fashions by Jerry Gilden. Press by invitation. Open to public. Publicity: Florence Lord, WI. 7-1900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday October 13 4:00 P.M. Cocktails	RECEPTION FOR BEAUTY PRESS	POND'S EXTRACT COMPANY	CHRYSLER BLDG.- 405 LEX. AVE.- CLOUD CLUB
	The Pond's Extract Company will be host to the beauty press at a reception to observe the national introduction of "Angel Skin". By invitation only. Publ.: Gina Kohrman at J. Walter Thompson Co., 420 Lexington, MU. 3-2000.		
Wednesday October 14 9:00 A.M. Breakfast	PREVIEW OF SPRING SWEATER COLLECTION	BERNHARD ALTMANN (1451 BROADWAY)	ST. REGIS HOTEL ROOF
	Preview of Bernhard Altmann's Spring and back-to-school collection of cashmere, wool and vicuna sweaters. By invitation only. Publicity: Frances Mason at Bernhard Altmann, WI. 7-1815.		
Wednesday October 14 9:00 A.M.- 12:00 Noon Breakfast	FURNITURE PREVIEW AT NEW SHOWROOM	MELDAN FURNITURE CO.	1218 SECOND AVENUE (AT 64TH STREET)
	Press breakfast and showing of French Provincial and other furniture at Meldan's new showroom. By invitation only. Publicity: Mel Sweet at Jamian Advertising, 30 Vesey St., WO. 2-6020.		
Wednesday October 14 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT-SPRING COLLECTION	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Plattry Country Wear will present a special press preview of designs by Greta Plattry in beachwear, playclothes, separates and sportswear for Resort and Spring for press and resident buyers. By invitation only. Trade showings daily beginning October 15. Publicity: Margaret Hodge, BR. 9-4824 or PE. 6-8680.		
Thursday October 15 9:00 A.M.- 11:00 A.M. Coffee	PREVIEW OF SPRING COTTON COLLECTION	HERBERT MEYER, INC.	1441 BROADWAY SHOWROOM - 12TH FLOOR
	"Newstand Cottons"--preview of Herbert Meyer's new colors, textures and weaves for Spring. By invitation only. Contact: Jacqueline Turner, LO. 5-2866. Publicity: Ken R. Williams, 124 W. 55th St., JU. 6-8217.		
Beginning Thursday October 15 2:30 P.M.	OPENING: RESORT COLLECTION	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM - 14TH FLOOR
	Frances Sider will present her Cruise and Resort collection to the press and trade, with daily showings at 2:30 P.M. Contact: LO. 4-3323.		
Thursday October 15 3:30 P.M.- 5:00 P.M. Cocktails	PREVIEW: RESORT, SPRING AND SUMMER FABRICS	WAMSUTTA MILLS	EMPIRE STATE BUILDING SUITE 301
	Showing of new "Poetry-In-Prints" series of Wamsutta's Resort, Spring and Summer cottons to press and resident buyers. By invitation only. Publicity: Jane Lee Clarke at Wamsutta, CH. 4-8640.		
Tuesday October 20 3:00 P.M.	PREVIEW OF NEW SWIMSUIT COLLECTION	ROSE MARIE REID	HOTEL PIERRE BALLROOM
	Rose Marie Reid will preview her Resort and Summer collection of swimsuits. Cocktails will follow the show. By invitation only. Publicity: Betty Rich, PE. 6-6275.		
Tuesday October 27 12:30 P.M. Luncheon	"DIAMONDS U.S.A."-- PRESS LUNCHEON	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM
	Sixth annual nationwide showing of diamonds at press luncheon. Participating jewelers to be announced. By invitation only. Publicity: Jean Shanley, CI. 6-0200.		

MOVIES...MUSIC...THEATRE...BALLET...OPERA

Tuesday Sept. 29 — OPENING: "THE STRONG ARE LONELY" BROADHURST THEATRE, 235 W. 44TH ST. Walter P. Chrysler, Jr. will present Eva LeGallienne's adaptation of Fritz Hockwalder's play about a Jesuit colony in early 18th Century Paraguay. Starring: Dennis King and Victor Francen, with Philip Bourneuf, Nils Asther, George Mitchell. Director: Margaret Webster. Sets and Costumes: Rolf Gerard. Publicity: Bill Doll, MU. 2-6129.

Week Of Sept. 29 — THIRD WEEK: SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY & 39 Tues., Sept. 29: Sylvia (Premiere). Wed., Sept. 30: Sylvia. Thurs., Oct. 1: Sylvia. Fri., Oct. 2: Giselle, The Shadow. Sat., Oct. 3, Mat.: Sylvia. Sat, Oct. 3, Eve.: Giselle, The Shadow. Sun., Oct. 4, Mat. & Eve.: Sylvia. Tickets: $1.20-$6.00. Contact: Michael Sweeley, Hurok Attractions, 711 Fifth Ave., PL. 9-6000.

Wednesday Sept. 30 — OPENING: "TEA AND SYMPATHY" ETHEL BARRYMORE THEATRE, 243 W. 47TH ST. Playwrights' Company, in association with Mary K. Frank, will present Robert Anderson's new play about a boy's school, starring Deborah Kerr with Leif Erikson and John Kerr. Director: Elia Kazan. Sets: Jo Mielziner. Costumes: Anna Hill Johnstone. Publicity: William Fields, CI. 5-7930.

Friday October 2 — OPENING: "CONCERT IN COMEDY" GOLDEN THEATRE, 252 W. 45TH STREET Victor Borge, Danish pianist-humorist will present his "Concert in Comedy", parodies, monologues and impressions of celebrities, as well as serious musical works. Presented by Harold D. Squires for a limited engagement only. Publicity: Karl Bernstein, CI. 6-0427.

Thursday October 8 — OPENING: "THE PARADISE QUESTION" HENRY MILLER THEATRE, 124 W. 43RD ST. Elaine Perry will present Walter Hart and Richard Maibaum's comedy about the United Nations. Starring: Leon Ames and Barbara Robbins with Ann Lee, Patricia Barry. Director: Walter Hart. Sets: George Jenkins. Costumes: Virginia Volland. Publicity: Bill Doll, MU. 2-6129.

Beginning Thursday October 8 — FIRST WEEK: N.Y.C. OPERA COMPANY CITY CENTER, 131 WEST 55TH STREET October 8: Rossini's LA CENERENTOLA. October 9: Blitzstein's REGINA. October 10, Mat.: Bizet's CARMEN. October 10, Eve.: Strauss' DIE FLEDERMAUS. October 11, Mat.: Puccini's LA BOHEME. October 11, Eve.: Mozart's DON GIOVANNI. Tickets: $1.50-$3.60. Publicity: Phillip Bloom, CH. 4-5185.

Thursday Oct. 15 — OPENING: "TEAHOUSE OF THE AUGUST MOON" MARTIN BECK THEA., 302 W. 45TH ST. Maurice Evans and George Schaefer will present the John Patrick comedy, based on the novel by Vern Sneider, about Okinawa during the war. Starring: David Wayne and John Forsythe, with Mariko Niki, Paul Ford, Larry Gates, William Hansen. Director: Robert Lewis. Settings: Peter Larkin. Costumes: Noel Taylor. Publicity: Sol Jacobson, CH. 4-1482.

Wednesday Nov. 4 — OPENING: "KIND SIR" ALVIN THEATRE, 250 WEST 52ND STREET Joshua Logan will present and direct the Norman Krasna comedy starring Mary Martin and Charles Boyer, with Dorothy Stickney, Margalo Gillmore, Frank Conroy, Robert Ross. Scenery: Jo Mielziner. Costumes: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.

Monday Nov. 16 8:00 P.M. — OPENING: METROPOLITAN OPERA METROPOLITAN OPERA HOUSE, B'WAY & 39TH STREET Grand opening of the 1953-54 Metropolitan Opera's 69th season, with presentation of Gounod's FAUST. Publicity: Margaret Carson, PE. 6-1200.